

# VP of Marketing

## Summary/Objective

The vice president of marketing is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising; coordination with sales; and hiring and directing the day-to-day activities of marketing staff.

## Essential Functions

- Serve as marketing leader of the company, providing support in the area of marketing strategy and management.
- Develop the annual marketing plan and the strategies, tactics and resources necessary to achieve system and goals.
- Provide leadership and/or support the design, development, and implementation of products and service lines.
- Oversee and provide direction to market and competitor analysis.
- Provide leadership, direction and management of the market research function.
- Create an institutional and system-wide marketing reporting function that can track, measure and analyze performance.
- Ensure all marketing communications are coordinated, support marketing plan objectives and are an effective expenditure of resources.
- Provide input and support to the company's leadership in the development of joint ventures, affiliations and partnership arrangements.
- Coordinate marketing efforts of resellers, including international resellers, with strategic plans and objectives.
- Provide marketing skills and expertise to the company by building, developing and managing a marketing team capable of carrying out the necessary marketing strategies and tactics.
- Prepare presentations to explain the company's current and future strategies.

## Competencies

- Financial Management
- Leadership
- Teamwork Orientation
- Strategic Thinking
- Business Acumen.
- Personal Effectiveness/Credibility
- Communication Proficiency
- Presentation Skills

## **Supervisory Responsibility**

This position manages all employees of the department and is responsible for the performance management and recruitment for Marketing.

## **Travel**

This position requires up to 25% travel with some international travel.

## **About Us:**

RStor was founded with the mission to connect the world's computing resources.

The RStorMulticloudPlatform™ is the first to aggregate and automate compute resources from private data centers, public cloud providers, and trusted supercomputing centers on a next generation networking fabric. Headquartered in Saratoga, CA, RStor has raised \$45 million in a series A funding round, led by Cisco Investments. Learn more at <https://rstor.io/>.

At RStor we are building a culture that emphasizes open-minded, collaborative teamwork, and an ability to take responsibility and rise to the challenges of creating major shifts in cloud technology. A demonstrated willingness to step out of your comfort zone and solve problems in new, inventive ways is a must. We're looking for independent thinkers who are comfortable contributing to the larger goals of the team, and nimble enough to adapt to market and data-driven changes.

If you're creative, driven and passionate about applying advanced technology to solve some of the world's biggest and most important problems, you'll be among friends at RStor.